

# Public Agencies

In November and December 2012, millions of businesses across America will receive an Economic Census form. You can provide information about how their efforts will help your community — and their business.

To have an impact, information about the Economic Census needs to reach business people in as many different ways and as often as possible from now through February 2013.

## You Can Help Promote the 2012 Economic Census!

**Talk about it.** In your meetings, let businesses in your community know the census is coming. Use [talking points](#) to tell them how the Economic Census benefits economic development in your community.

**Use your business communications.** Adapt [drop-in text](#), or use these [story ideas](#) to develop your own article for business newsletters, and link to our website—[business.census.gov](http://business.census.gov). We will update the content available here through 2012. See our [timeline](#) to the right.

**Make a statement.** Ask your chief executive to make a public statement endorsing the Economic Census because of its benefits to your community. Issue a press release or write a letter to the editor of your local newspaper. Please [e-mail us a copy](#).

**Prepare your staff.** Your staff can better assist businesses in your community if they have our [fact sheet](#) [pdf] about the Economic Census.

**Stay in touch.** Follow us on [Twitter](#) and [Facebook](#), and sign up to receive [e-mails](#) with periodic updates and messages to pass along to businesses in your community, and with tips on using economic census data.

What Businesses Need to Hear from You...and When	
Any time	Economic Census collects data that benefits your business
Nov 2012	Economic Census forms coming to some businesses in November, most in mid December
Dec 2012	Watch for your form
Jan 2013	Complete your form. Your industry / community is counting on you
Feb 12, 2013	Forms due. In a pinch? 30-day extensions are available

2012 Economic Census  
YOUR RESPONSE  
**MAKES A  
DIFFERENCE**